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LETTER TO COMMISSION
CITY CLERK'S OFFICE

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 7, 2012

SUBJECT: Cleanliness Index & Assessment Program Results for FY 2011/12 Quarter 2

The purpose of this Letter to Commission is to communicate the results of the award winning Cleanliness Index and Assessment program from FY2011/12 Quarter 2 (January 1, 2012 to March 30, 2012).

Background

The Miami Beach Public Area Cleanliness Index is an objective measurement of performance ranging from 1.0 (Very Clean) to 6.0 (Very Dirty) and includes assessments of litter, litter/ garbage cans/dumpsters, organic material, and fecal matter. The results of the assessments are used to monitor the impacts of recently implemented initiatives to target areas for future improvements, and assure the quality of services.

During FY 2006/07, the City tightened the target for the Citywide and area-specific cleanliness indicators from 2.0 to 1.5 – the lower the score on the cleanliness index indicates a cleaner area. This target continues to be the same through FY 2007/08, FY 2008/09, FY 2009/10, FY 2010/11, and FY 2011/12. As important, the City also has a goal to ensure that 90 percent of assessments score 2.0 or better.

Summary of the Cleanliness Assessment Results FY 2011/12 Quarter 1

Overall, the citywide cleanliness index improved during FY 2011/12 Quarter 2 by 16.0% when compared to the same quarter in FY2005/06 (the first year the program was implemented) and were statistically the same when compared to the same quarter in FY2010/11 (1.9% difference). In general, the City's cleanliness has steadily progressed as evidenced by the index, anecdotal information, and results of our most recent resident survey.

Positive and Improved Areas in FY 2011/12 Quarter 2

- **Parking Lots** - Parking lots have improved 15.5% when compared to the same quarter in FY 2005/06. Despite this improvement, the score is still below our target with an 11.7% deterioration when compared to the same quarter in FY 2010/11. Increased usage of lots during spring break has increased litter on the ground and garbage cans being full more often. Sanitation continues to work with the waste hauler to increase service for garbage cans and has submitted a cure letter to the vendor for immediate attention.

- **Beaches** - Scores improved by 19.6% for areas covered by Miami Beach staff and 23.6% for areas covered by MDC compared to the same quarter in FY2005/06, with a 5.6% improvement in Miami Beach areas of responsibility from same quarter in FY 2011/12. Cleanliness of beaches remains a priority, with multiple departments collaborating to address prior issues. Miami-Dade County personnel participate in quarterly meetings. Based on the 17.5% increase of resort tax earnings compared to prior year February FY2010/11 earnings, it is reasonable to imply that beach usage has increased significantly. Despite this increase in usage, beach area cleanliness scores are the best to date.
- **Sidewalks and Streets**— Sidewalks across the Beach improved by 25.4% when compared to the same quarter in FY 2005/06, with an improvement of 7.8% when compared to the same quarter in FY 2010/11. Scores this quarter deteriorated by 5.5% when compared to the same quarter in FY 2010/11. Streets across the Beach improved by 19.7% when compared to the same quarter in FY 2005/06, and were statistically the same when compared to the same quarter in FY 2010/11 (only a 0.06% difference). The percentage of street assessments scoring 2.0 was 90.7%.

Areas of Focus

- **Waterways** - Overall scores improved by 8.5% when compared the same quarter in FY 2005/06, but this continues to be an area of focus as scores remain the poorest for all assessment areas. Waterways have deteriorated by 22.0% when compared to the same quarter in FY 2005/06 but had a 14.2% improvement from the prior FY 2011/12 quarter. Waterways in the North Beach area reflect a deterioration of 68.3% when compared to the same quarter in FY 2010/11. The main factor affecting the score is litter accumulation on the edge of the water and debris coming down as a result of the high tide. Sanitation will reach out to Miami Dade County to discuss areas of responsibility and cleaning cycle dates. County staff have been invited to all cleanliness meetings and provided cleanliness program data. Middle Beach waterways meeting target improved 44.1% when compared to prior FY quarter; however, South Beach and North Beach areas remain problematic. Sanitation will evaluate whether additional resources are needed to address waterway cleanliness as part of the FY 2012/13 budget development process. Code will continue to increase enforcement of waterway shoreline cleaning.
- **Alleys**— Overall scores in alleys improved by 28.3% when compared to the same quarter in FY 2005/06, and were statistically the same (a 2.1% difference) when compared to the same quarter in FY 2010/11. However, alley cleanliness ratings at 1.93 remain among the poorest citywide. Overflowing garbage cans in South Beach and litter in the Middle Beach area appear to be the issue. Planned upgrading of cleanliness automation will provide for email notification to code enforcement to allow for 24 hour response, thus permitting sanitation to address overflowing dumpsters immediately.
- **Parks**— Scores deteriorated by 12.3% when compared to the same quarter in FY2010/11, with a 4.6% improvement when compared to the same quarter in FY2005/06. Parks will continue to work with sanitation to address any issues, as well as waste hauler responsibilities.

Cleanliness Index Score Per Public Area (target = 1.5)

Public Area	FY05/06							
	Q1	Q2	Q3	Q4	FY Score			
Overall City Score	2.20	1.94	2.24	2.03	2.10			
Streets	2.07	1.98	2.22	1.84	2.03			
Not including alleys	1.99	1.85	2.16	1.74	1.94			
Commercial – Entertainment	1.84	1.78	2.44	1.74	1.95			
Commercial – Non-Entertainment	1.89	1.87	1.81	1.75	1.83			
Residential	2.25	1.93	2.11	1.74	2.01			
Alleys	2.46	2.69	2.75	2.49	2.60			
Sidewalks	2.02	2.05	2.33	1.84	2.06			
Commercial – Entertainment	1.87	1.95	2.50	1.86	2.04			
Commercial – Non-Entertainment	1.97	2.15	1.91	1.79	1.95			
Residential	2.28	2.11	2.35	1.83	2.14			
Parks	2.08	1.53	1.63	2.04	1.90			
Parking	2.25	2.26	2.30	2.01	2.21			
Waterway	2.77	2.12	2.93	2.53	2.59			
Beach Areas								
Miami Beach Responsibility Only	2.02	1.68	1.80	1.91	1.85			
Miami-Dade County Responsibility	1.96	1.78	2.04	1.95	1.93			

Public Area	FY05/06 FY Score	FY07/08 FY Score	FY08/09 FY Score	FY09/10 FY Score	FY10/11 FY Score	FY11/12 FY Score	% change from prior FY score	% change from base FY score
Overall City Score	2.10	1.75	1.75	1.80	1.60			
Streets	2.03	1.69	1.73	1.74	1.65			
Not including alleys	1.94	1.59	1.66	1.66	1.54			
Commercial – Entertainment	1.95	1.56	1.65	1.69	1.55			
Commercial – Non-Entertainment	1.83	1.60	1.65	1.63	1.57			
Residential	2.01	1.64	1.68	1.65	1.51			
Alleys	2.60	2.07	1.97	1.99	1.89			
Sidewalks	2.06	1.72	1.73	1.75	1.63			
Commercial – Entertainment	2.04	1.68	1.69	1.77	1.64			
Commercial – Non-Entertainment	1.95	1.75	1.79	1.77	1.63			
Residential	2.14	1.75	1.77	1.71	1.59			
Parks	1.90	1.52	1.55	1.57	1.59			
Parking	2.21	1.87	1.96	2.00	1.81			
Waterway	2.59	2.09	2.10	2.11	1.70			
Beach Areas								
Miami Beach Responsibility Only	1.85	1.59	1.62	1.59	1.43			
Miami-Dade County Responsibility	1.93	1.70	1.61	1.63	1.48			

Public Area	FY10/11					% change from prior FY score	% change from base FY score
	Q1	Q2	Q3	Q4	FY Score		
Overall City Score	1.63	1.60	1.69	1.49	1.60	-11.1%	-23.8%
Streets	1.59	1.60	1.92	1.47	1.65	-5.1%	-18.7%
Not including alleys	1.54	1.51	1.76	1.36	1.54	-7.2%	-20.6%
Commercial – Entertainment	1.49	1.54	1.74	1.41	1.55	-8.2%	-20.5%
Commercial – Non-Entertainment	1.56	1.47	1.88	1.36	1.57	-3.6%	-14.2%
Residential	1.59	1.51	1.67	1.27	1.51	-8.4%	-24.8%
Alleys	1.71	1.89	2.19	1.75	1.89	-5.0%	-27.3%
Sidewalks	1.68	1.66	1.75	1.41	1.63	-6.8%	-20.8%
Commercial – Entertainment	1.63	1.69	1.80	1.43	1.64	-7.3%	-19.6%
Commercial – Non-Entertainment	1.64	1.59	1.85	1.44	1.63	-7.9%	-16.4%
Residential	1.79	1.71	1.50	1.34	1.59	-7.0%	-25.7%
Parks	1.46	1.30	1.39	1.39	1.39	-11.4%	-26.8%
Parking	1.72	2.02	2.03	1.46	1.81	-9.5%	-18.1%
Waterway	1.76	1.59	1.63	1.80	1.70	-19.4%	-34.3%
Beach Areas							
Miami Beach Responsibility Only	1.52	1.43	1.40	1.37	1.43	-10.0%	-22.7%
Miami-Dade County Responsibility	1.54	1.40	1.52	1.44	1.48	-9.2%	-23.3%

Public Area	FY11/12					% change from prior Qtr	% change in prior FY Qtr	% change from same quarter in
	Q1	Q2	Q3	Q4	FY Score			
Overall City Score	1.63	1.63				0.0%	1.9%	-16.0%
Streets	1.64	1.59				-3.0%	-0.6%	-19.7%
Not including alleys	1.52	1.48				-2.6%	-2.0%	-20.0%
Commercial – Entertainment	1.51	1.51				0.0%	-1.9%	-15.2%
Commercial – Non-Entertainment	1.58	1.48				-6.3%	0.7%	-20.9%
Residential	1.45	1.40				-3.4%	-7.3%	-27.5%
Alleys	1.92	1.93				0.5%	2.1%	-28.3%
Sidewalks	1.45	1.53				5.5%	-7.8%	-25.4%
Commercial – Entertainment	1.44	1.57				9.0%	-7.1%	-19.5%
Commercial – Non-Entertainment	1.50	1.61				7.3%	1.3%	-25.1%
Residential	1.36	1.44				5.9%	-15.8%	-31.8%
Parks	1.44	1.46				1.4%	12.3%	-4.6%
Parking	1.71	1.91				11.7%	-5.4%	-15.5%
Waterway	2.26	1.94				-14.2%	22.0%	-8.5%
Beach Areas								
Miami Beach Responsibility Only	1.30	1.35				3.8%	-5.6%	-19.6%
Miami-Dade County Responsibility	1.64	1.36				-17.1%	-2.9%	-23.6%

Percentage of Assessments scoring 2.0 or better (target = 90%)

		FY06/06				
Public Area		Q1	Q2	Q3	Q4	FY Score
Citywide		57.5%	71.1%	56.7%	75.5%	65.2%
Streets		65.7%	70.2%	63.9%	84.6%	73.4%
	Commercial – Entertainment	66.1%	81.1%	47.5%	74.6%	67.3%
	Commercial – Non-Entertainment	76.7%	72.2%	82.4%	97.9%	82.3%
	Residential	56.8%	84.6%	66.2%	86.1%	73.5%
	Alleys	37.7%	36.8%	37.0%	56.2%	41.9%
Sidewalks		62.6%	66.7%	56.4%	79.3%	66.7%
	Commercial – Entertainment	69.2%	71.6%	41.7%	71.7%	63.6%
	Commercial – Non-Entertainment	63.5%	56.4%	79.8%	87.4%	71.8%
	Residential	52.4%	78.1%	62.1%	82.2%	66.2%
Parks		46.3%	66.0%	66.2%	63.6%	56.6%
Parking		48.0%	59.5%	49.2%	69.0%	56.4%
Waterway		42.9%	63.7%	34.5%	56.6%	54.5%
Beach Areas						
	Miami Beach Responsibility Only	64.1%	83.8%	66.0%	78.5%	73.1%
	Miami-Dade County Responsibility	75.3%	76.4%	63.9%	77.2%	71.2%

		FY08/09	FY09/10
Public Area		FY Score	FY Score
Citywide		81.0%	79.4%
Streets		87.1%	86.4%
	Commercial – Entertainment	88.1%	87.6%
	Commercial – Non-Entertainment	84.6%	87.3%
	Residential	87.0%	82.5%
	Alleys	67.0%	69.0%
Sidewalks		85.2%	80.9%
	Commercial – Entertainment	88.6%	81.4%
	Commercial – Non-Entertainment	78.3%	81.4%
	Residential	83.9%	79.6%
Parks		84.1%	89.1%
Parking		72.8%	65.7%
Waterway		71.9%	71.6%
Beach Areas			
	Miami Beach Responsibility Only	84.4%	87.3%
	Miami-Dade County Responsibility	85.8%	86.7%

		FY10/11						
Public Area		Q1	Q2	Q3	Q4	FY Score	Difference from prior Qtr	Difference from base Yr score
Citywide		86.6%	84.3%	78.5%	90.6%	85.5%	12.1%	20.3%
Streets		94.6%	91.6%	79.5%	94.6%	90.2%	15.1%	16.8%
	Commercial – Entertainment	96.9%	92.2%	79.1%	92.6%	90.3%	13.7%	23.0%
	Commercial – Non-Entertainment	94.3%	91.3%	75.8%	94.6%	89.0%	18.6%	6.7%
	Residential	91.1%	92.1%	83.7%	96.5%	90.9%	12.8%	17.4%
	Alleys	82.9%	65.9%	68.4%	80.8%	74.5%	12.4%	32.6%
Sidewalks		88.3%	86.3%	79.0%	93.1%	86.7%	14.1%	20.0%
	Commercial – Entertainment	91.0%	84.8%	76.0%	92.9%	86.1%	16.6%	22.5%
	Commercial – Non-Entertainment	90.0%	92.3%	73.1%	91.6%	86.8%	18.7%	15.0%
	Residential	81.7%	82.2%	87.8%	94.8%	86.6%	7.0%	20.4%
Parks		94.4%	96.9%	92.1%	95.2%	94.7%	3.1%	28.1%
Parking		81.4%	67.5%	73.6%	89.4%	78.0%	15.8%	21.6%
Waterway		78.9%	87.1%	86.5%	81.0%	83.9%	-7.5%	29.4%
Beach Areas								
	Miami Beach Responsibility Only	93.9%	93.4%	92.3%	81.0%	90.2%	-11.3%	17.1%
	Miami-Dade County Responsibility	96.5%	96.3%	88.2%	91.8%	93.2%	3.6%	22.0%

		FY11/12							
Public Area		Q1	Q2	Q3	Q4	FY Score	Difference from prior Qtr	Difference from prior FY Qtr	Difference from base Yr Qtr
Citywide		86.8%	84.4%				-2.4%	0.1%	13.3%
Streets		88.6%	90.7%				1.8%	-1.2%	11.5%
	Commercial – Entertainment	87.9%	89.1%				1.2%	-3.1%	8.0%
	Commercial – Non-Entertainment	87.4%	89.9%				2.5%	-1.4%	17.7%
	Residential	91.5%	93.1%				1.6%	1.0%	8.5%
	Alleys	75.8%	73.7%				-2.1%	7.8%	36.9%
Sidewalks		91.6%	88.4%				-3.2%	2.1%	19.7%
	Commercial – Entertainment	90.4%	87.3%				-3.1%	2.5%	15.5%
	Commercial – Non-Entertainment	90.1%	87.0%				-3.1%	-5.3%	30.6%
	Residential	94.3%	91.0%				-3.3%	8.8%	12.9%
Parks		92.8%	93.4%				0.6%	-3.5%	5.4%
Parking		84.7%	75.6%				-9.1%	8.1%	16.1%
Waterway		64.2%	72.0%				7.8%	-15.1%	-11.7%
Beach Areas									
	Miami Beach Responsibility Only	84.2%	94.5%				30.6%	1.4%	11.0%
	Miami-Dade County Responsibility	84.8%	96.0%				11.2%	-0.3%	17.6%

Cleanliness Key Intended Outcome

Cleanliness was identified in our community surveys as a key driver affecting overall quality of life. In addition, in the 2009 survey, residents and businesses rated cleanliness as the number one service the City should strive not to reduce. The City has implemented increases in service levels and community satisfaction levels have improved. Overall scores have improved by 23.8% from FY2005/06 to FY2010/11.

Next Quarter Assessments

City employees and Neighborhood Leadership Academy alumni and students are conducting cleanliness assessments every quarter. If you or any member of your staff is interested in participating in the City's Public Area Cleanliness Program, please contact Leslie Rosenfeld with the Office of Budget and Performance Improvement Organizational Development Division at extension 6923.

If you have any further questions, please feel free to contact me.

JMG/KGB/LDR

A handwritten signature in black ink, appearing to be 'JMG' or similar, written over the typed name 'JMG/KGB/LDR'.